

TRADE  
DEVELOPMENT  
ALLIANCE  
*of*  
GREATER  
SEATTLE

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## Baseball & Business

### *Business Mission to Japan*

It was an historic time to be in Japan – Ichiro broke the record for the number of hits in a season during the Trade Development Alliance of Greater Seattle's trade mission to this large trading partner.

Ichiro was big news in Japan – his every at-bat was discussed, covered, shown on television and became a part of almost every meeting. In Kobe, the local newspaper put out three special one-page editions on the day Ichiro broke the record, one for each hit.

Ichiro is more than a sports phenomenon, the delegation learned. Japanese tour operators have as many as 50 tour packages for the coming year, almost all centered on Ichiro. Marjorie Dewey, of the Seattle and State Tourism Office in Tokyo, said the region is hoping to capitalize on the popularity of Ichiro and have visitors spend more time in the Seattle area or the state once they get here.



Port of Seattle Commissioner Paige Miller, Microsoft Deputy Counsel and TDA Chair Nancy Anderson, Tokyo Chamber official Minoru Murofushi, Port of Tacoma Commissioner Clare Petrich and Cindy Corrigan of Boeing Commercial Airplanes.

## Strong Logistics Team

### *Ports Market Together*

A Kobe port official asked the Trade Alliance delegation, "How were you able to convince three ports to travel together to promote your region as a logistics center. This would never happen in Japan," he said. The answer, of course, is common interests and common sense.

Ports are keen competitors, working to build market share. The ports of the Puget Sound region are no exception. At the same time, however, they also understand that if the Greater Seattle region as a whole is successful, they will be successful too. That's why the ports of Seattle, Tacoma and Everett all worked together on the recent Trade Alliance mission to Japan (see cover article opposite).

In fact, the three ports developed a joint presentation given to audiences in all the cities visited in Japan.

Sometimes the presentation was made by Tim Farrell, acting executive director of the Port of Tacoma, sometimes by Port of Seattle Commission President Paige Miller,

*Continued on page 2*

*Continued on page 4*

*Japan, continued from page 1*



In Tokyo: L-R: Microsoft's Deputy General Counsel Nancy Anderson; President of Microsoft Japan Michael Rawding; President of Boeing Japan Dr. Robert Orr and Minister Counselor for Commercial Affairs at U.S. Embassy Sam Kidder

One of the clear messages for the Pacific Northwest from Japan in the fall of 2004 is the importance of Asia, especially China. In meeting after meeting, the role of China was a key element of economic strategies. In the Kansai region of central Japan, the U.S. was the region's largest export market – until last year when China replaced the U.S. In Nagoya, an economist pointed out that Toyota car manufacturing was declining within Japan, while rising sharply in export markets and in foreign production. Read China again.

Two other general themes stood out from the

## Where the Trip Went

Tokyo  
Fukuoka  
Kitakyushu  
Kobe  
Osaka  
Nagoya

Japan trip. One is the growing need/desire for more foreign direct investment. The other is the targeting of biotech by local governments as a way to stimulate their economies. The delegation visited Fukuoka, Kitakyushu in Southwest Japan, Kobe, Osaka and Nagoya. Each had some sort of “science park” either built or planned.

A number of companies have significant operations in Japan – Boeing, Starbucks, Microsoft,

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## Japan's economy is improving with measurable growth for the past 18 months.

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Weyerhaeuser, Tully's, Costco. Even some smaller companies are in the Japanese market and doing well – Attachmate, the Bellevue-based software company, is so successful in Japan it has four open positions now to add to its 10-member staff already here. Microsoft has as many as 2,000 people in Japan, an indication of how important they think this market is to their future.

Japan's economy is improving with measurable growth for the past 18 months. But the growth remains spotty, driven largely by exports and business investment, especially by the large and already world-class companies such as Sony and Toyota. In Osaka, where more than 90 percent of the companies are small and mid-sized, the recovery is less evident. The mayor of Kitakyushu, in Southwest Japan, admits that his city still struggles with a less than vibrant economy.

The mission also stopped in Nagoya, a city with increasingly strong ties to the Northwest, especially Boeing. About 35 percent of the new 7E7 is expected to be built in Japan, most of that work in the Nagoya area. A new airport will open early next year – it is built on an offshore artificial island, meaning it will not have to follow Japan's strict noise regulations. It will be a 24-hour operation with cargo likely being one of the mainstays of the operation. Boeing 7E7 fuselage parts will be flown from the new

*Continued on page 3*

## *Japan, continued from page 2*

airport aboard specially modified 747s. Delegates suggested a commercial passenger route be established from Nagoya to Sea-Tac Airport.

Toyota also is shifting its international headquarters from Tokyo to Nagoya, a “sea change” event, according to one diplomat in Nagoya. It is the first time a large Japanese company is shifting its center away from Tokyo, a signal that some decentralization may actually occur in the Japanese



Mayor of Kobe Tatsuo Yada holds newspaper with photo of Ichiro tying hit record

economy.

Some areas of Japan we rarely hear about in Seattle were visited. Fukuoka, in the far Southwest Japan, is the only major Japanese metropolitan area that faces the rest of Asia. The region is trying to capitalize on that by becoming a center for commerce in a “sea belt” that stretches from Singapore to Shanghai to South Korea. The region’s demographics make it a good test market for

American companies planning to enter Japan. Costco, for example, opened its first membership warehouse store just outside of Fukuoka in 1999 before expanding into other parts of Japan.

The drive by the Japanese to capitalize on biotechnology and create more “knowledge” jobs is pervasive. But not all will succeed.

**Alexander Almasov**, U.S. Consul General for Osaka-Kobe, said most would not be successful.

## **Some areas of Japan we rarely hear about were visited.**

But he added that the biotech center springing up in the Kobe region might be one of the centers that make it. Again, possible good news for Seattle since it already has extensive relations with Kobe, Seattle’s sister city in Japan for more than 45 years.

It was an exciting mission. Typhoon No. 21, also named Meari, hit Kyushu Island in the late morning on Sept 29, a few hours after the Trade Development Alliance of Greater Seattle’s trade mission to Japan left the area. But the storm continued to chase the delegation, hitting the Kobe-Osaka area in the evening, the next stop on the trip. Another typhoon hit near the Tokyo area a few days after the mission left Japan.

Several delegates observed, however, that Ichiro was being followed more closely than the typhoon.

For more information on the Trade Alliance Business and Trade Mission to Japan, check out the daily web updates and other information posted on the Trade Alliance web site at [www.seattletradealliance.com](http://www.seattletradealliance.com)

## Three Ports, continued from page 1

sometimes by Ed Paskovskis, deputy executive director of the Port of Everett and sometimes by John Okamoto, chief administrative officer of the Port of Seattle. Port of Tacoma Commissioner Clare Petrich and Port of Seattle Commissioner Bob Edwards also made presentations during the business mission.

The three ports had a great story to tell. The ports of Puget Sound make the Greater Seattle area one of the largest logistics and distribution hubs in the United States. All three ports recognize our region must continue to work hard to remain such a center. The Ports of Seattle and Tacoma, of course, help form the Trade Alliance three-county regional partnership. In doing so, they work to promote the region internationally for the betterment of all of Greater Seattle.

The three ports' presentation points out that they are the closest U.S. ports to Japan and other parts of Asia. They boast some of the fastest transit times from Japan to Chicago and beyond.

Taken together, the Ports of Tacoma and Seattle are the third-largest load center in the United States. Everett is near The Boeing Company's largest assembly plant and the final destination for a continuing supply of aircraft sections headed to the United States for final assembly.

Seattle-Tacoma International Airport also plays a key role in the region's logistics and distribution center. The airport is equidistant between Europe and Asia, with 9-hour flights to both London and Tokyo.

### Other Ports Challenges

Given the U.S. port challenges this year such as Los Angeles area congestion and labor shortages, U.S. importers and exporters are looking

to redesign their transportation networks to ensure the entire length of the supply chain is strong. They looking to have multiple port options.

Puget Sound ports look at these challenges as diversification opportunities. Port diversification is a very significant trend because of the backlog of cargo in Southern California. In fact, Puget Sound area ports have seen increases of cargo coming through their facilities. Container volume through the Port of Seattle is up about 10 percent from 2003. Container volume through the Port of Tacoma has increased 18.2 percent since 2002. The Port of Seattle expanded container terminals in recent years as has the Port of Tacoma. In fact, The Port of Tacoma is nearing completion of construction at Pierce County Terminal—a \$210 million, 171-acre project.

These days, forward-looking shippers are increasingly refusing to risk all their product via a single port of entry. Moving cargo from Japan through Greater Seattle ports is a smart choice.

### Port of Seattle

The Port of Seattle has three major container terminals, on dock rail and the capacity to double its current container business. The port has invested more than \$800 million in maritime infrastructure to

be ready for expected increased trade from Asia.

### Seattle-Tacoma International Airport

Seattle-Tacoma International Airport is a major hub for both passengers and cargo. It is the U.S. 17<sup>th</sup> busiest passenger airport and 18<sup>th</sup> busiest cargo airport.

Sea-Tac is served by 33 airlines, with connections to all major U.S. cities and non-stop connections to 16 international cities.

A new International Arrivals Hall opened in 2004, and a new Central Terminal will open next year. The airport has also made



Port of Tacoma Executive Director Tim Farrell presents the three ports in Japan.

*Continued on page 4*



## Three Ports, continued from page 4

major upgrades to the airport's satellite transportation system, and have greatly increased the numbers of new shops and concessions. Work is underway on a second, all-weather runway.

### Port of Tacoma

Last year, the Port of Tacoma handled more than 1.74 million TEUs. Four of the top ten container shipping lines in the world call Tacoma home—



Slide from the 3 ports presentation in Japan

Evergreen Line, Hyundai, "K" Line, and Maersk Sealand.

The Port covers 971 hectares (2,400 acres) of land. The Port develops this land for shipping terminals, warehouse/distribution centers, and manufacturing facilities.

The Port is completing a \$210 million new terminal construction project for Evergreen, which will open in January 2005. This is the largest new terminal construction project in the history of the Port of Tacoma.

### Port of Everett

Everett's port includes eight shipping berths that specialize in breakbulk, refrigerated and container cargo. The Boeing Co. aircraft-production facilities are just minutes away from the Port of Everett's marine terminals.

### Cruises to Alaska

Seattle has seen amazing growth in its cruise business, mostly to Alaska, in the past few years. The Port of Seattle began with just six ship visits in 1999, and in 2004 had 150 ship visits including nearly half

a million passengers.

This year, for the first time, Seattle launched a new ship in its harbor: the Sapphire Princess, which came to Seattle brand new from Mitsubishi Heavy Industries.

### Working for the Whole Region

The Ports of Seattle, Tacoma and Everett are all actively engaged in trade with Japan and the rest of Asia. They are backed by a strong concentration of support service firms, including freight forwarders, customs brokers, lawyers and accountants, providing all the components of a logistics and distribution center. Through the Trade Alliance the three ports are spreading this story to the rest of the world.

### More Scenes Japan Mission



Delegation leader and U.S. Bank Puget Sound Region President Ken Kirkpatrick chats with Fukuoka Mayor Hiroto Yamasaki



Snohomish County Councilmember Dave Gossett exchanges cards with Honda Motor Co.'s Takao Aoki at event at Tokyo Chamber of Commerce and Industry

## New members of the Trade Alliance

### AHEmpire Trading Co.

Incorporated in 2004, AHEmpire Trading Co. is an innovative and creative new company founded on century old traditions. The company acts as the agent / importer in the United States and Canada for top quality crafted food and beverage producers in Central and Eastern European nations

### Avatar Financial Group, LLC

Avatar Financial Group is a hard money & bridge loan lender for commercial real estate financing. Institutionally funded, Avatar retains full control over all the deals they approve so there are no investors to convince, no time delays due to insufficient funding and no project too large.

### Metagyre, Inc.

Metagyre delivers assessment, advisory and management services to the buyer of offshore outsourcing. Working exclusively for buyers, Metagyre applies years of experience on their behalf to maximize client's return on investment in the outsourcing of information technology and business processes.

### Vertical Path Recruiting

Vertical Path Recruiting provides nationwide placement services to Corporate America for engineering, Information Technology, Operations Management, Telecommunications, Logistics, Medical Positions, Manufacturing, and Sales Positions. Their candidates are the finest men and women who have honorably served their country in the armed forces.

*For more information, or to establish your company's membership, contact Deric Gruen, (206) 389-7319, [dericg@seattlechamber.com](mailto:dericg@seattlechamber.com)*

## MEMBER

**The Trade Alliance welcomes you to join our membership. Nearly 100 members. For an annual fee of**

- \* be included in our data bank according to your specific geographic and business interests.
- \* be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- \* receive reduced rates for Trade Alliance programs and marketing materials.
- \* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

## Welcome to our new Pacific Northwest

## Thank you to our current

Asian Pacific Associates  
Attachmate Corporation  
Bank of America  
Benaroya Research Institute at  
Virginia Mason  
The Boeing Company  
Davis Wright Tremaine L.L.P.  
Denny Miller Associates  
Fred Hutchinson Cancer Research Center  
Hidden Heritage of Fiji & Hidden Heritage  
Dollars for Scholars  
Invest Northern Ireland (Invest NI)  
Kobe Trade Information Office  
Lane Powell Spears Lubersky LLP  
Microsoft Corporation  
Miller Nash LLP  
Neuvant Aerospace Corporation

## MEMBERSHIP

Companies and organizations  
by 200 firms are currently  
\$150 your company will:

\* be asked to serve on ad hoc committees concern-  
ing Trade Alliance policy and planning;

\* receive our quarterly newsletter and other regular  
mailings.

\* receive free and automatic linkage from our  
Internet site to yours.

*For more information, or to establish your company's  
membership, contact Kris Lande, (206) 389-7319,  
kristinel@seattlechamber.com*

**West patron member!**

**Northwest Advisors**

**Current patron members!**

Pacific Northwest Advisors  
Perkins Coie  
Philips Medical Systems, Ultrasound  
Preston Gates & Ellis L.L.P.  
Regal Financial Bank  
Rowley Enterprises, Inc.  
Sheraton Seattle Hotel & Towers  
Starbucks Coffee Company  
The Commerce Bank  
US Bank  
Waggener Edstrom, Inc.  
Washington First International Bank  
Washington Mutual, Inc.  
Wells Fargo HSBC Trade Bank  
Westin Hotel, Starwood Hotels  
& World Resorts  
Williams, Kastner & Gibbs PLLC

**The Trade Alliance thanks those  
renewing memberships since April**

**5+ Years with the Trade Alliance**

Bank of America  
Center for International Career Development  
Lee Hecht Harrison  
Seattle Community College District VI  
Taipei Economic & Cultural Office

**1 - 4 Years with the Trade Alliance**

Pacific Northwest Advisors  
Consulate General of the Republic of Korea  
Foster Pepper & Shefelman PLLC - Seattle

**New Faces at the Trade Alliance**

The Trade Alliance wishes Kris Lande best of luck as she moves on to a new job at a software solutions company for travel rental places, escapia.com. Taking her place as the Trade Development Specialist here at the Trade Alliance is Deric Gruen. Deric has been working for the Thomas C. Wales Foundation. He speaks Portuguese and Spanish and has spent time working at a non-profit in Brazil and in the U.S. State Department office of Caribbean Affairs.

**Save the Date!**

**Export Promotion Symposium**

This half-day program will bring together export professionals to share the freshest thinking on export trends and opportunities. Sponsored by King County and many other organizations, this symposium is a great tool to help you explore the export game.

**March 23, 2005**

**More info at [www.seattletradealliance.com](http://www.seattletradealliance.com)**

## Have We Got a Story for You

*Trade Alliance's International Press Center*

An Uzbek TV crew interviews officials at Seattle-Tacoma International Airport. A Chongqing press delegation meets with the University of Washington. A group of Asian journalists participate in a discussion with the publisher of *Northwest Asian Weekly*. A German journalist interviews executives from Boeing.

All of these meetings and interviews were brought to you courtesy of the Trade Alliance's International Press Center. (IPC). The IPC helps international journalists cover the Greater Seattle region.

The IPC originated out of the Asia Pacific Economic Cooperation (APEC) Leadership meetings that took place in the Greater Seattle region in 1993. The Trade Alliance assisted with the media logistics during this conference that saw 13 heads of state and 3000 journalists set up shop in the region for three days. The U.S. Foreign Press Center operation was so impressed with how international the Greater Seattle region is and with the important stories the region had to tell to the rest of the world that it asked the Trade Alliance to operate an international press center of its own.

The U.S. State Department operates and funds three foreign press centers in New York, Washington, D.C. and Los Angeles. In addition, it has a network of private international press centers with the Greater Seattle region being the second such center in operation. Other international press centers include Chicago, Houston and Atlanta.

The Trade Alliance's IPC has been helping international journalists cover the Greater Seattle region for ten years. The IPC can assist in setting up interview appointments, provide background research and provide an

office for use by visiting journalists.

In just the past few months, IPC has assisted journalists from Europe, South America and Asia. A German journalist who writes for the Rheinische Post Newspaper Group used the IPC to set up interviews

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**All of these meetings and interviews were brought to you courtesy of the Trade Alliance's International Press Center (IPC).**

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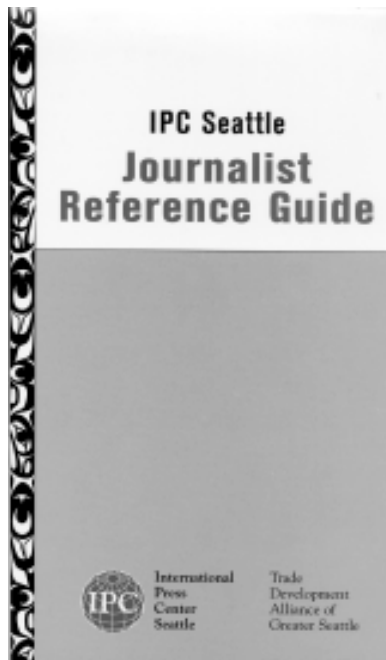
with companies and organizations engaged in international trade. Working with the U.S. State Department, the IPC set up the schedule for a group of Asian journalists covering the U.S. elections. These journalists interviewed local campaigns and political experts.

The IPC function of the Trade Alliance provides

many resources for journalists including our IPC *Journalist Reference Guide*. This handy pocket-size guide, printed with the assistance of The Boeing Company, provides top story ideas for journalists, information on how to get around the region and a variety of other information designed to make their jobs as easy as possible. Of course, all this information is also available on the Trade Alliance web site at

[www.seattletradealliance.com](http://www.seattletradealliance.com)

So, if you are a journalist looking to discover the many stories in Greater Seattle, from Tacoma through Seattle up to Everett, take advantage of the Trade Alliance's IPC.





## International News

### A Quick Trip to Mars

The Research Institute for Space Exploration of the [University of Washington](#) is working on a system to dramatically shorten the trip between Earth and Mars. A normal trip to Mars takes approximately two and a half years, but with UW's technology, travel time could be reduced to just 90 days. NASA has picked up on the project and is granting \$75,000 for a six-month feasibility study. The process involves generating a plasma beam from a generator located on a space station that would propel a spacecraft using a special magnetic sail. A plasma generator would be needed for each leg of the trip. Researchers expect that a test flight will be possible in five years.

### Japanese Consulate Names New Consul

Kazuo Tanaka has been named Consul General of Japan in Seattle, taking over the position from Tadahiro Abe, who is now an Ambassador of Japan to Azerbaijan. Tanaka has served in the Ministry of Foreign Affairs in Tokyo as the special coordinator for the Minister's Secretariat since May 2003. His main areas of expertise include economic cooperation and Asian affairs, refugee issues with the United Nations, as well as Malay studies. Tanaka entered the Ministry of Foreign Affairs in 1969, and has held posts at the Embassy of Japan in Malaysia, the offices of United Nations high commissioner for refugees in Kuala Lumpur, Tokyo and Geneva, the Consulate-General of Japan in Toronto, and the Embassy of Japan in Nigeria.



More International News at  
[www.seattletradealliance.com](http://www.seattletradealliance.com)

### Fender Moves to Tacoma

World-renowned guitar maker Fender Musical Instruments Corp. recently purchased Tacoma Guitar Co. In addition to continuing production of Tacoma Guitar classics such as the Tacoma, Olympia, Orpheum and Papoose, Fender will start using the Tacoma factory to produce Guild guitars. Effects of the sale will be minimal, and will likely spur an overall production increase of all models, and will help market the Tacoma brand more effectively. Fender is also looking into expanding the Tacoma factory in the future.

### Exploring Spain in Seattle

Spanish Suits of armor, magnificent artwork and portraits of kings and queens are all in Seattle as part of the Seattle Art Museum's special exhibit, *Spain in the Age of Exploration 1492- 1819*. The museum is calling this special exhibition, culled from 16 Spanish and American lenders, "one of its most ambitious undertakings." Spain's Patrimonio Nacional and Museo del Prado are providing precious historical works from their collections for the exhibit. The focus of the exhibition is the "theme of exploration." The theme will look at how the royal court, beginning with Isabel and Ferdinand, used, in the museum's words, "the enlargement of the Spanish realm not only to increase the crown's resources but also to gather and harness knowledge that enriched human understanding of the wider world. The exhibition opened in October with free Starbucks coffee and pastries available to visitors until noon. Other activities that day included live Spanish guitar performance by Andre Feriante, try-on armor for kids and adults, roaming performers, and café specials. A delegation from Castilla y León, Spain's largest province, travels to the Puget Sound region in November because of the exhibit. Province President Juan Vicente Herrera will lead a delegation of businesses and speak at a program on November 9 - Business Opportunities with Castilla y León.

## Faces of Trade: Profiles of Growth International

*If you have lived in the Puget Sound region for any extended period of time, you know the importance of international trade and the economy. Statistics and facts on the importance of international trade and the economy are available. But what exactly do those statistics mean? Who are the companies that export and trade?*

*In an effort to put a more personal face on the statistics and facts, the Trade Alliance has compiled a list of export-oriented businesses, institutions and other organizations that are an integral part of the international trade community on the Trade Alliance web site ([www.seattletradealliance.com](http://www.seattletradealliance.com)), found by clicking on the right column of the home page, then under "Company Profiles." The list is in alphabetical order. If you are looking for a profile, please contact us. Below are samples of some organizations with a strong international presence.*

### PC Professionals

PC Professionals, located near Tacoma, specializes in forensic digital imaging software, used by forensics labs (similar to those seen on television's CSI series) all over the world. The company's More Hits suite of products provides custom imaging and chain of custody solutions to forensic professionals for a wide range of image analysis such as fingerprint analysis and pattern removal, image encryption and automatic enhancement tracking.

### Pacific Northwest Advisors

Pacific Northwest Advisors is an international network of over 20 experienced business professionals with direct representation and alliances throughout the world, and operational familiarity and working relationships with over 50 countries. For over a decade, PNWA has offered its clients a wide range of services including strategic planning, relocation services, joint venture development, government relations, international trade and marketing, business, law, banking, finance, and market research.

### Microsoft Corporation

Microsoft has a presence in over 94 countries worldwide with over 28,000 employees in the Puget Sound region. The company is the key player in the global software industry, with approximately 60% of sales going to international customers. If you used a computer today, it's more than likely you used a Microsoft product in the process.

### Intermec Technologies

Intermec Technologies, based in Everett, perhaps best known as the inventor of the world's most widely used bar code symbology. Intermec today provides supply chain information products, services and systems to companies in hundreds of industries around the world.

### Davis Wright Tremaine, LLP

Davis Wright Tremaine is a Seattle-based law firm with regional, national and international clients, including Washington's largest newspaper, one of the nation's largest banks, leading hospitals and health care providers, retailers, telecommunications and other industry giants, many of which are involved in international transactions.

### Coastal Environmental Systems, Inc.

Coastal Environmental Systems is a Seattle-based environmental technology company. The firm designs, manufactures and installs professional grade environmental monitoring systems around the globe, from the South Pole to Qatar.

Regal Financial provides a complete range of products and services to help you grow and prosper. Our banking services can help you pass your financial goals. Our bankers and advisors speak many languages, with the most effective personal success.

## Greater Seattle Companies in the Global Economy

*...e, you have no doubt heard about how tied the region is to the global  
...ce in your head, many of which you can probably recite in your sleep.  
...ploy the one in three people whose job is tied to international business*

*...de Alliance has created a set of one-page profiles of internationally-  
...al part of the region's global competitiveness. The profiles are located  
...licking "Puget Sound's Trade and Competitiveness" on the bottom  
...s constantly being updated and if you think your organization merits a  
...ompleted profiles.*

### BOXLIGHT Corporation

BOXLIGHT, located in Poulsbo, is a leading supplier of computer projection systems and services to government, business and educational organizations. It is recognized around the world for its quality line of equipment and exceptional customer service.

### The Boeing Company

The Boeing Company is the world's leading aerospace company. It is the largest manufacturer of satellites, commercial jetliners and military aircraft. The company is also a global market leader in missile defense, human space flight and launch services. In terms of sales, Boeing is the largest U.S. exporter, sending almost 70% of its sales to overseas customers.

### Regal Financial Bank

Regal Financial Bank is a full service bank that provides a complete range of deposit and lending services and services that businesses need to perform. Regal goes beyond traditional services to deliver solutions that encompass the future. Regal's staff of experienced financial advisors speaks numerous languages which better helps clients develop the most effective financial strategies for business and personal success.

### Starbucks Coffee Company

Starbucks has a presence in over 37 countries around the globe, employing more than 12,000 people in the Puget Sound region alone. In addition to tasty beverages and other products, the company is a responsible global citizen, caring for the environment and making sure coffee bean growers are paid fair and equitable prices for their beans.

### Waggener Edstrom, Inc.

Waggener Edstrom is one of the largest independent public relations firms in the world. With deep roots in the high technology sector, the firm today also offers expertise in the science sector and beyond. The firm has international offices in London, Paris and Munich, Germany.

### Attachmate Corporation

Attachmate Corporation is a leading supplier of enterprise information access and management software and services to major corporations and government agencies worldwide. Attachmate® customers represent some of the biggest names in business today: Fortune 500 and Global 2000 customers who expect the best.



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**The Trade Development Alliance of Greater Seattle** is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, Metropolitan King County Government, Snohomish County, Pierce County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

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